Hands On®

July/August 2006

issue no. 4

The Newsletter of the American Massage Therapy Association

Unseen but Not Unsung

Television Crew Lauds Volunteer Therapists

Perhaps you are a fan of the ABC television series *Extreme Makeover: Home Edition*. With a crew of volunteers, the show transforms the home of a selected family each week. Maybe you even watched the recent episodes on May 7 and 14. What you probably didn't know is that among the many volunteers was a team you never saw: massage therapists lending their hands to the show.

Kristen Sykora (NY) is a graduate of the Swedish Institute and a licensed massage therapist working in New York. One day in March while she spoke with a local remodeling firm, Alure Home Improvements, she learned a surprising fact. Alure had worked on several episodes of *Extreme Makeover*, and had just agreed to be the crew for another episode—the one featuring the Peter family in Jamaica, Queens, New York. They would also agree to do another episode three weeks later for the Arena family in Purdys, New York.

Because the crew of the show donates their labor to help a family in need, Sykora thought it would be a great idea to have a team of volunteer massage therapists to work on the crew during breaks. Alure loved the idea, and Sykora set to work.

Through e-mails to her alumni site and her AMTA chapter, Sykora put together a team of 22 volunteer therapists. "It's an exciting opportunity, as we may get to promote massage to those who labor physically for a living, as well as volunteer for a great cause," Sykora told prospective volunteers in the e-mail. Because of the surprise element in the makeovers, Sykora had to wait until 48 hours before the episode's shoot began to tell the therapists where to report.

Top: Kristen Sykora, LMT, and Sal Ferro, president of Alure.
Bottom: Susannah Barker and Mary Duggan at the Queens site. All onsite massages were performed over clothing and lasted 5 to 15 minutes.

On March 28 volunteer therapists arrived at the house in Queens for the first shoot. "There were some services in tents, but we were set up on the sidewalk next to the Alure tent," recalls Sykora. "We were lucky because the weather was beautiful—it rained only one day for about an hour."

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Board Begins Plans, Goals for FY07/08

The AMTA Board of Directors met before their June meeting in Palm Springs, California, to review a new study of what matters to loyal AMTA members about their membership. They also discussed the major issues affecting the massage therapy profession. As part of the strategic planning process, the board then identified priorities for goals and objectives for FY07/08. In July the Planning Committee, which is separate from the board, will take the board's priorities from this meeting and begin to develop strategies for each goal area for the coming year.

In the meeting the board addressed AMTA's Big Goal of AMTA members being the first choice among consumers for massage as a routine part of society's health and well-being. The board approved a comprehensive advertising plan aimed at getting consumers to look for an AMTA member for their massage. This advertising plan is designed to create consumer preference for AMTA members and will bring members more business (see "AMTA Promotes Members as First Choice for Massage," page 6).

The board reviewed the financial report ending the previous fiscal year (see "AMTA Finances Show Slight Increase," page 3), and approved creation of a separate Audit Commission to ensure that the association is proactively addressing the Sarbanes-Oxley Act that affects public corporations. The board extended the time for the Chapter Financial Workgroup to gather information on how to define the specific roles of chapter treasurers and accounting personnel, and will provide more time for chapter leadership to give input on recommended policy changes for chapter finances.

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On.* AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

Mission: To serve AMTA members while advancing the art, science and practice of massage therapy.

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"You can't get where you need to be if you stay where you are." –Zig Ziglar

What does it mean to be a responsible leader?

According to Webster's online dictionary, the word ***responsible*** is an adjective that means being worthy of responsibility or trust, held accountable, or being the agent or cause. Add the word responsible to the word leader and you might say that being a responsible leader is being a trustworthy agent who is accountable for making something happen.

If you apply being a responsible leader specifically to the AMTA, you would then say that being a responsible AMTA leader is being a trustworthy person who holds him or herself accountable to the AMTA mission and goals. This means to consider in every action the need to serve the members of AMTA while advancing the art, science and practice of massage therapy, so that one day the public will enjoy massage as a part of their routine health and well-being, and AMTA members will be their first choice for massage.

You might further say that a responsible AMTA leader must be thoughtful in the use of power and authority. In my experience, this means that with the title of AMTA leader comes an increased awareness of how your character and actions are seen by and affect others.

A responsible leader thoughtfully uses her power and authority to maintain her own character, ensure trust and take action on what she promises to do. Being a responsible AMTA leader also includes being thoughtful in interactions with others, which requires maturity and the ability to be diplomatic. A responsible AMTA leader must be mindful of where we have come from, as well as where we're going.

As we pursue goals for our members and our profession, we also remember to honor the past, current and future. In order to achieve the best future for all, we must continue to stand on the shoulders of giants, or honor the people who came before us who forged the path to allow us to arrive where we are now. In order to honor the current, we must offer appreciation and always listen first before we talk. In order to honor the future, we must continually focus on where we want to go and be ready to make adjustments along the way, as I'm certain that we all have experienced change in our lives and undoubtedly made adjustments along our paths.

For AMTA leaders, all of our interactions require us to face the challenge of committing to what's good for the whole while subjugating what's good for ourselves personally. This also requires us to be caring and compassionate, while continually seeking balance between the past, present and future.

Make today your best,

Mary Beth Braun

Mary Beth Braun
AMTA President

In Pursuit of Fairness for Massage Therapists

New Government Relations Program Up and Running

AMTA's Government Relations (GR) Program has clearly defined goals for the pursuit of fair and consistent licensure of massage therapy in all states. AMTA believes state licensing is the best way to protect the profession and provide the public with the highest quality of care.

The current patchwork of differing state and local regulations presents many challenges for massage therapists who move from one city or state to another, for health care professionals trying to refer patients to a massage therapist, for third parties who reimburse for massage, and for clients. Professional licensure laws would remove many challenges by establishing a minimum level of competency needed to safely and effectively practice massage therapy.

State licensure would require a valid license for people who practice massage therapy, and provide criminal penalties for practicing without a valid license. In support of our advocacy for licensure, AMTA has identified certain elements that are **essential** to any useful regulation of massage therapy, and other elements that are a **preferred** part of any regulation.

Some of these essential elements of legislation are:

- Requirement of successful completion of a professional course of study of not less than 500 hours, with a comprehensive curriculum.
- Requirement of passing an independently administered examination that meets national standards.
- Creation of an advisory or regulatory board, with a majority of members being massage therapists.

Some preferred elements of any legislation are:

- Recognition of a valid license granted by another state government.
- Freedom from any requirement to obtain an establishment license not required of other state-licensed health care practitioners.
- Preemption of any local regulation that would treat massage therapy differently from any other regulated health care profession.

For a full description of all the legislative goals that AMTA is pursuing, and for the latest updates on legislation in every state, be sure to keep an eye on the Government Relations page in the Members Section of the AMTA website, www.amtamassage.org/member/legislative/home.html.

AMTA Finances Show Slight Increase

AMTA Annual Report FY05/06

AMTA had an increase in net assets for the fiscal year ending February 28, 2006, mainly because of a 5.7 percent rise in the number of new members and favorable market conditions that increased investment income. This increase helps AMTA continue improving benefits and programs for members and advocating for the massage therapy profession. The charts below show the major categories for AMTA's income and expenses last year.

The largest category of expenses is Member Services and Support, which includes member liability insurance costs, National Office staff to answer member questions and process membership and insurance forms, and *AMTA's Find a Massage Therapist®* national locator service. It also includes costs for introducing new member benefits of optional dental insurance, veterinary pet insurance, the Visa credit card and the credit card scanner.

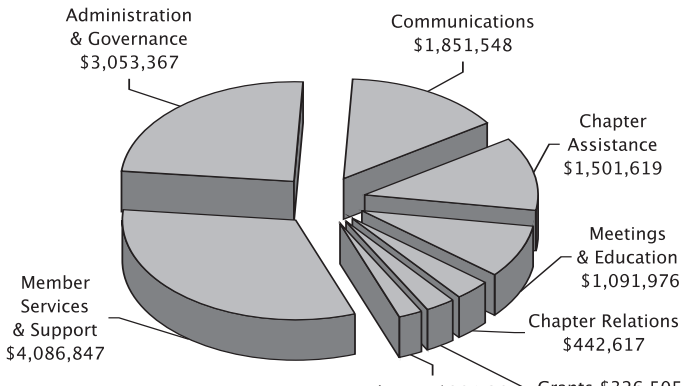
Administration and Governance includes expenses such as advocacy on behalf of AMTA members and the profession through government relations and volunteer development and support.

Communications covers publications, including **mtj**™ (*Massage Therapy Journal®*), *Hands On, e-touch* and *Council Communicator*, the AMTA website, the Massage Information Center, and promotion of massage therapy and AMTA members through media relations. This year there was also a complete redesign of **mtj**, and expansion of the website Shopping Mall which offers massage-related products to members at discounted prices.

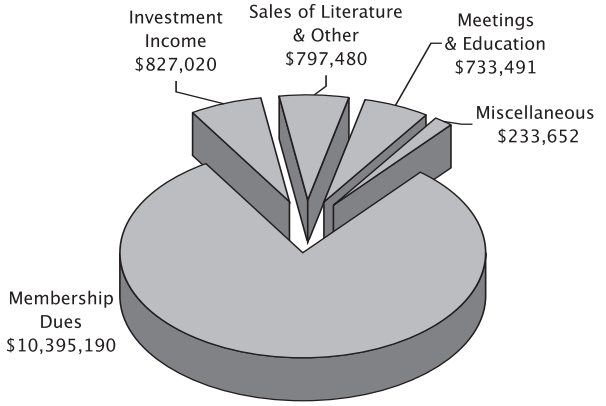
Chapter Assistance includes support of our 51 chapters. The Meetings and Education category contains costs for the AMTA National Convention, continuing education and professional development information for members. Programs in development in this category were the Education Program, which offers online continuing education classes and member discounts on books through the Center for Continuing Education, and the newly-launched Government Relations Program.

Chapter Relations includes various programs to train and assist volunteers at the chapter level. The Grants budget includes support for the Massage Therapy Foundation and the Commission on Massage Therapy Accreditation (COMTA), and the Marketing budget includes recruitment and retention of members.

A special expense this year was AMTA's relief effort for members directly affected by Hurricane Katrina, which is part of Member Services and Support. An additional expense is budgeted for FY06/07 for continuation of dues waivers for these members.



EXPENSES: $12,645,866



REVENUE: $12,986,833

fingerprints

Touch and Music–the Perfect Harmony

Yolanda Tamez donates a free massage to a basket full of music that the Healing Harmony Foundation puts together. The baskets are distributed to health care facilities like cancer centers.

As students at the Chicago School of Massage Therapy, Yolanda Tamez (IN) and her classmates were required to volunteer in the community. Tamez chose to work with senior citizens—it was an experience that has always stuck with her.

"One of the reasons I am proud to be a graduate of the Chicago School of Massage Therapy is because we had to donate 100 hours to the community in order for us to graduate," Tamez says. When Tamez opened her own practice, The Right Touch, in Crown Point, Indiana, she continued to donate to the community by providing discounted massages to senior citizens, firefighters and police officers. But she wanted to do more.

Recently, she partnered with Mark Lindermer, who owns Trans Audio, a mobile disc jockey service. The company donates 5 percent of its sales to the Healing Harmony Foundation. Lindermer created the foundation to provide baskets containing free personal music kits that include a CD player and multiple CDs to the health care facilities like cancer and dialysis centers. Health care providers are able to use the music to enhance the comfort and lift the spirits of others.

"It took me only seconds to suggest we add a free massage to each basket," says Tamez. "I personally listen to music as I work…when touch and music mix, it creates an energy that fills my soul. I release these energized feelings through massage to lift the body, heart and spirit of those I serve. It's wonderful."

Tamez is currently working with the Healing Harmony Foundation to speak with the different facilities about how they can work their services into other programs. "We're working to bring balance, healing and emotional wellness to those in need through music, the spoken word and touch. I'm really excited about being of part of the foundation," says Tamez.

If you are interested in helping the Healing with Harmony Foundation, visit www.healingwithharmony.com, e-mail healingwithharmony@sbcglobal.net or call 219-226-1058.

Volunteer with AMTA

The skills and talents that you bring when you volunteer with AMTA are vital to your association! Why volunteer your time?

- You can give back to your profession.
- You'll get to network with fellow professionals.
- You can expand your personal and professional horizons.
- It's a lot of fun!

AMTA makes it easy for you to get involved through its Volunteer Development Center. Simply log in at www.amtamassage.org and click on "Volunteer Development Center." Then click on the "National Volunteer Database" link. You can search the online database for chapter and national positions, or post an online resume and we'll match you with an opportunity based on your interests, experience and available time.

If you have any questions contact Monica Love, volunteer development manager, at mlove@amtamassage.org or 877-905-2700, ext. 115.

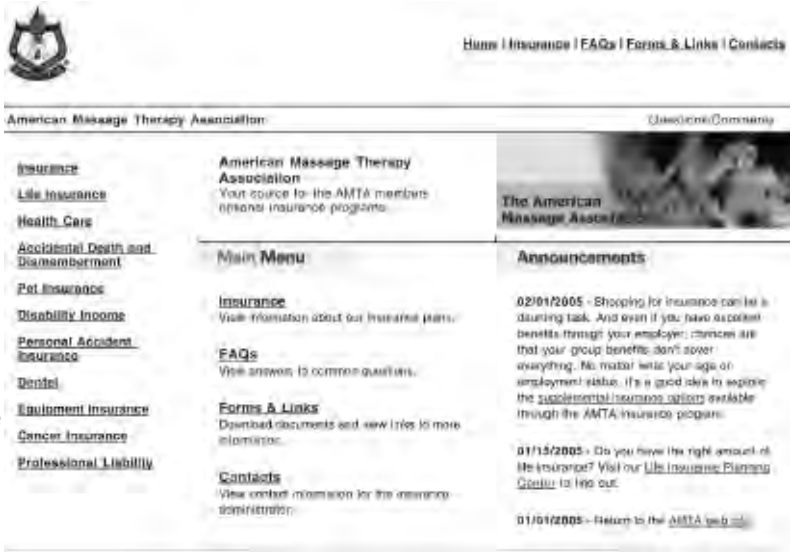
Insurance Benefits for Members

One of the many benefits that your AMTA membership offers is a choice of several optional insurance plans for you and your family. As an AMTA member you're eligible to receive information about these plans at no cost or obligation to you.

Special rates are available for:

- Life Insurance
- Health Care
- Accidental Death
- Pet Insurance
- Disability
- Personal Accident
- Dental
- Equipment Insurance
- Cancer Insurance

Just call toll free 800-503-9230 or visit www.amtainsurance.com.



Please note that plans may not be available in all states and are subject to determination of eligibility through application.

Continued from page 1

There were a few difficulties because it was the first time Alure and the massage therapists had worked together. Figuring out where to go and when the need for therapists was the greatest, and communicating this to everyone, took some skillful juggling. In addition, Sykora had scheduled therapists from 6 a.m. until 12 a.m, in shifts of two to seven hours, but the other crew members worked around the clock. Some therapists ended up staying extra hours because the need was so great.

Still, it was a wonderful experience for all who participated. "We were all having such a good time!" says Sykora. "The workers were all so grateful. One man told me he felt like he'd gotten hours of sleep after only a 15-minute massage."

Having learned some lessons on the Queens site, Sykora felt confident about organizing another team for the Purdys shoot. This time she had help; Susannah Barker (NY), a therapist from the Queens shoot, filled in the work schedule while Sykora received information from volunteers. They drew up a schedule that covered shifts around the clock for the full Friday through Tuesday shoot.

Feeling fully prepared, they reported to the house in Purdys on April 21 to begin. However, there were still some surprises in store for them. "In some ways it couldn't have been more different from the first shoot," says Sykora.

This worksite was 50 miles from the first one and much more spread out. The therapists had to load themselves, tables, chairs, and other gear onto small transports to be carried around the site. In addition, the therapists had been provided with a tent, but it was not much help when the rain began.

"It rained all day Saturday, Sunday and Monday," says Sykora. "Our tables started sinking into the ground, and the crew had to help us put planks underneath to stop them. The crew would come in soaked through, covered in mud, and the therapists ended up getting just as messy as them!"

Nevertheless, the two shoots were the same in one way: they both ended in joy, tears, a lot of satisfied volunteers and many new friends. Says Sykora, "Each day that I was there, I was greeted by Sal [Ferro, president of Alure] and his team with a smile, a hug, or even a kiss on the cheek, expressing their thanks that we were there once again to address the 'kneads of the laborers.' We were an absolute success in our participation!"

Top: Volunteer therapists Melanie Truitt and Susannah Barker apply four-handed massage in the tent at Purdys. All therapists provided their own tables, chairs, face covers and other materials.

Bottom: Maria Matera and Deidre McDonough provide sidewalk massages at the Queens site.

Continued from page 1

Volunteer development was another area of discussion. A chapter volunteer job description and Chapter Volunteer Code of Conduct were approved, so members who volunteer at the chapter level will know their responsibilities and understand what they can and cannot do as chapter volunteers. This decision follows previous approval by the board of job descriptions and codes of conduct for national board members and appointed national volunteer leaders, as well as discussion on the skills and competencies needed for future members of the board.

For an overview of the strategic planning process see "AMTA's Process for Planning Strategically," *Hands On* March/April 2006, pages 4–5, available in PDF at www.amtamassage.org/member/handsonindex.html.

Help Us Improve Your Association's Newsletter

Go to www.amtamassage.org/SNAPsurvey/handson2006.htm and take the *Hands On* reader survey today! It only takes a few minutes to let us know how you feel.

The survey was e-mailed to random selection of AMTA members in May. We've gotten a lot of great responses, and now we're asking you to help by giving your opinion as well.

Voice Your Thoughts on Proposed Bylaw Changes

AMTA gives you the opportunity to comment on all proposed bylaw changes. Your comments are weighed by the board before any decisions are made.

At its October meeting the board will again consider proposed bylaw changes. To read the proposed bylaw changes and offer your comments, visit www.amtamassage.org/member/0606bylawnote.html.

AMTA Wants Your New Ideas

"The concept is interesting and well-formed, but in order to earn better than a 'C', the idea must be feasible." —A Yale University management professor in response to student Fred Smith's paper proposing reliable overnight delivery service. Smith went on to found Federal Express Corporation.

"Creativity is simply a matter of applying the seat of the pants to the seat of the chair." —Flannery O'Connor

Have you ever thought that AMTA should offer a certain product? Or thought how great it would be if AMTA provided a specific service?

If so, we want to hear from you! Be original or creative, practical or not—all ideas are welcome.

It's easy to let us know about your ideas and only takes a minute. Just fill out a New Idea Submission Form online by visiting www.amtamassage.org/survey/takesurvey.aspx?s=67 and clicking on "Begin Survey." Or, contact Marilyn Canna, product development program manager, 877-905-2700, ext. 175, mcanna@amtamassage.org.

AMTA Promotes Members as First Choice for Massage

AMTA is continuing its media relations program to educate the public about the benefits of massage, and to encourage consumers to choose an AMTA member for massage. This year, we're expanding our use of advertising to take this message to the public.

Because of our successful experience with Internet advertising, we'll be advertising again on search engines such as Google™, Yahoo® and Ask™ (formerly Ask Jeeves), where thousands of people search for a massage therapist every month.

In February and March this year AMTA ads on Google and Yahoo resulted in 40,000 direct links to *AMTA's Find a Massage Therapist®* national locator service. A greater presence on these and other websites is meant to increase the number of people who use the locator service to find AMTA Professional members.

AMTA also plans to expand advertising in national publications. The ads we ran in March and April in *Alternative Medicine* magazine continued in May and July, and we're finalizing full-page ads in several major national magazines. All of these ads promote AMTA members as the first choice for consumers of massage therapy.

Look in the News Media section on the AMTA website to see the ads we've run this year and to view the latest ads. You can also see articles that we've sent to every newspaper in the United States, and watch the informational video we ran last November on DISH Network®.

Put the magazines with our ads in your practice location so your clients can read the ads, too. We're also telling consumers to look for the AMTA logo, so make sure you prominently display your logo, membership certificate and/or plaque where people can see them. Proudly tell clients and potential clients that you're an AMTA member!

New Designs Help You Celebrate NMTAW

National Massage Therapy Awareness Week® (NMTAW), October 22–28, 2006, is fast approaching. This year there are some new materials to help you celebrate NMTAW in your area. Whether this is your first time participating in NMTAW or your tenth, everyone can take part in this special week that promotes you and your profession!

In August you'll receive a free NMTAW poster inserted in your Fall issue of **mtj**. We designed this poster to promote massage and tell consumers to choose AMTA members for their massage. The photos in the poster encourage consumers to think and act on making massage a routine part of their health and well-being.

The poster features the new, permanent NMTAW logo to help build public recognition. It also includes *AMTA's Find a Massage Therapist®* national locator service information so consumers know how to find AMTA members in their area. If you're not listed in the locator service, now is a great time to sign up!

The poster is perfect to hang up at work, at a NMTAW event or even in a public place like the local library or coffee shop. If you display the poster in a public area, you can also attach your business card to promote your practice.

Additional posters will be available for a nominal fee on the AMTA website starting in July, and will come 10 to an order. If you want additional posters, but don't think you'd use all 10, think about sharing the order with a fellow AMTA member.

And don't forget to let the National Office know about your NMTAW efforts. You don't have to wait until after NMTAW to report on your activities. You can share your plans now by contacting Karla Karapetian, communications program manager, at kkarapetian@amtamassage.org or 877-905-2700, ext. 133.

Remember, you don't have to plan an elaborate event to participate in NMTAW. Simply hanging the NMTAW poster can make a real impact and reach more people than you think. Make time to

Propose a Position Statement!

AMTA gives all members the chance to recommend that the association state public positions on issues related to massage therapy. These statements are called position statements. Position statements are proposed through the House of Delegates, after undergoing recommendation and review.

You can submit proposals for AMTA position statements at any time through your delegate. Even though the deadline for submission each year is February 1, you can submit your proposal early.

Early submission leaves you plenty of time to make any revisions you might need to meet AMTA guidelines. The guidelines are available by clicking on "House of Delegates" in the Chapter Center of the Members Section at the AMTA website. Proposals that meet guidelines are voted on each year at the House of Delegates meeting.

For help in submitting a proposal, contact Position Statements Proposal Review Workgroup Chair Toni Roberts (toniroberts@bellsouth.net), HODOC Chair Shirley Cooper (Scoopie5@aol.com) or Workgroup Staff Liaison Ron Precht (rprecht@amtamassage.org, 877-905-2700, ext. 149).

MASSAGE THERAPY FOUNDATION

Foundation Courses Offered at the AMTA National Convention in Atlanta

Massage Therapy Foundation Grant Writing Workshop
Friday, October 13, 1:30 p.m. to 3:30 p.m.
2 contact hours

Foundation President Diana L. Thompson, LMP, and Foundation Vice President Glenn M. Hymel, EdD, LMT, will explain each grant program, submission requirements, application procedures and the criteria used in the evaluation process of Massage Therapy Foundation grants. This workshop is highly recommended for anyone considering applying for funding from the Massage Therapy Foundation.

Writing Case Reports
Saturday, October 14, 8 a.m. to 12 p.m.
4 contact hours

Presented by Foundation President Diana L. Thompson, LMP, and Foundation Vice President Glenn M. Hymel, EdD, LMT. Case reports are an important foundation in the research pyramid, providing important evidence when published and disseminated. This session will provide helpful guidelines for developing clinical thinking and building a body of practical knowledge.

Current Massage Therapy Research Findings and their Effect on the Profession
Saturday, October 14, 1:30 p.m. to 5:30 p.m.
4 contact hours

Presenters and topics include:
- A representative from the Massage Therapy Research Consortium, "Effects Clients Notice from Massage: Preliminary Results from a Study in Nine Student Clinics."
- Michele Maiers, "A Pilot Study of Massage and Self-Care Education for Tension-Type Headache."
- Karen Sherman, "Development of a Taxonomy to Describe Massage Treatments for Musculoskeletal Pain."
- Susie Young, a 2005 Student Case Report Gold Award winner, "Testing the Effectiveness of Massage Therapy for Fibromyalgia Syndrome by Establishing a Variety of Evidence-Based Instruments."
- 2006 Student Case Report Contest Winner–Winner TBD

Post Convention Workshop: Armed & Ready—Assessment & Treatment of the Upper Extremity
Presented by David Kent
Sunday, October 15, 2006, 12:30 p.m. to 5:30 p.m.
Monday, October 16, 2006, 8:30 a.m. to 4:30 p.m.
12 contact hours

Learn how to eliminate upper extremity pain in this fun-filled, hands-on seminar. Techniques to assess and treat a variety of client complaints and symptoms are demonstrated and practiced. Common conditions discussed include thoracic outlet syndrome, golfer's and tennis elbow, carpal tunnel syndrome, hand pain(s) and more.

Friday's dissection of the shoulder class will have useful information for this seminar. However, the dissection class is not a requirement for attendance.

Registration Fees:*

Early Registration (Before August 18)	$275
Regular Registration (After August 18)	$325
Nonmember	$350

**All proceeds will benefit the Massage Therapy Foundation.*

Registration for this event is available at www.amtamassage.org. For more information on these courses and other news, visit the Massage Therapy Foundation website at www.massagetherapyfoundation.org.

Continuing Education–At the Center of Professionalism

You're a busy massage therapy professional. So, why not make educational news more accessible by adding AMTA's Center for Continuing Education, www.amtamassage.org/cont_edu.html, to your list of favorite sites? From one online location you can get updates on AMTA's upcoming meetings, earn contact hours using the link to online training, and find discounts on books, DVDs and home study programs.

Just follow the link on the Center for Continuing Education site, or go directly to www.amtaonlinetraining.org to see what's new in online training—like the two-part **mtj** cancer series and three business and modality ethics courses. Courses are worth two contact hours each, making it easier to satisfy the new NCBTMB recertification requirement of six ethics contact hours (www.ncbtmb.com/keeping_certification.htm).

Making professional excellence more convenient—that's AMTA's Center for Continuing Education. Just click, learn and earn!

To Your Benefit

If you haven't visited AMTA's Shopping Mall lately, you're missing out on a variety of new products to choose from, including Stronglite® massage tables, chairs and accessories. A variety of books from publishers including Freedom From Pain Institute® and Thomson-Delmar® are also available.

AMTA members receive special pricing wherever possible when they log in with their member IDs. In some cases, you'll also get free shipping.

Go to the Shopping Mall to put your member benefits to work! There's more to come, as AMTA is negotiating with other companies to bring you special products at special prices. Watch for future announcements here and on www.amtamassage.org.

Sale of products in AMTA's Shopping Mall does not constitute endorsement by AMTA. For products shipped directly from the manufacturer or publisher, warranty, repairs and returns are handled through the manufacturer or publisher.

education

AMTA 2006
NATIONAL CONVENTION

Quench
your thirst for knowledge

ATLANTA, GEORGIA • OCTOBER 11-14

Keynote Address

Cary Bayer

Continuing Education

- The Ethics of Intuition – Suzanne Nixon
- ABC's of Meeting with Physicians – David Kent
- Cancer & Massage Therapy: What Does the Research Say? – Tracy Walton
- Introduction to Stone Massage – Bruce Baltz
- Assessment Skills: Are You Certain You've Identified the Right Condition? – Whitney Lowe
- Palpation Reliability for Injury Prevention – Ron McKnight
- Massage for the Stroke Patient & Neurological Dysfunctions – Harold Packman
- Motivating Students through the Cycles of Learning – Carey Smith
- Dissection of the Shoulder – David Kent
- Body-Mind Exercises: Breathing, Stretching, Releasing – Judith Prager
- Taxes & Recordkeeping for Small Businesses – Margo Bowman
- Beyond Caretaking: Caring Beyond Fixing – Jack Blackburn
- Parkinsonism: Understanding, Approach & Massage for the Patient – Harold Packman
- Neuromuscular Therapy: Unique Aspects of Whiplash Syndrome – Judith DeLany
- Orthopedic Massage for Complicated Lower Extremity Conditions – James Waslaski
- Easing Back Pain with Rhythmic Deep Tissue Techniques – Carole Osborne-Sheets
- Anatomy Trains: Myofascial Meridians – Tom Myers
- Coming Home to Our Bodies – Suzanne Scurlock-Durana
- Bloom's Taxonomy and Student Assessment Strategies – Whitney Lowe
- Integrating Muscle Palpation into the 'Science' Classroom – Joe Muscolino
- Massage Therapy Foundation Grant Writing Workshop – Diana Thompson & Glenn Hymel
- The Hesch Method: Evaluation & Treatment of the Pelvis & Sacroiliac – Jerry Hesch
- Stone Massage: Fundamentals for Deep Tissue Healing – Bruce Baltz
- Writing Case Reports – Diana Thompson & Glenn Hymel
- The Heart of Ethics – Suzanne Nixon
- Taking a Look Under the Hood – A New Approach to Psoas Work – Elaine Calenda
- Massage During Chemotherapy – Tracy Walton
- Current Massage Therapy Research Findings & Its Effects on the Profession – Karen Sherman, Michele Maiers, Susie Young, Melissa Miller, Jill Scheltz
- Boomerang Marketing: Getting Clients in Your Door & Back Again – Felicia Brown
- Engage your Students: Develop Effective Teaching Skills – Mary Avarello & Shoona Cook

"Quench Your Thirst for Knowledge" in Atlanta! Register before August 18 for Reduced Rates

If you're craving contact hours, you can fill your need for knowledge at the AMTA National Convention in Atlanta, October 11–14! Whether you're just starting out in the field of massage therapy or you're a seasoned veteran, there are classes especially designed for your level of expertise.

AMTA has rounded up some of the best and brightest educators in the industry to lead you through in-depth demonstrations of techniques and lively discussions on issues you face as a massage therapist.

Are you looking for techniques for easing back pain? Carole Osborne-Sheet's (CA) class on "Easing Back Pain with Rhythmic Deep Tissue Techniques" may be just what you need. At this year's convention, you'll leave with valuable, real-world skills and up to 19 contact hours of continuing education. We've also added a new education track for massage therapy school teachers!

Early registration is now available to all AMTA members at the full convention rate of $377. Hurry, because after August 18 rates jump to $461. That's a savings of over $80! Plus, many classes do sell out, so the sooner you register the more likely you are to get into all the classes you want.

It's easy to register! Just go online to www.amtamassage.org and click on the link to the AMTA 2006 National Convention for more information and a registration form. You can also request a convention brochure by calling Heather Stearns at 877-905-2700, ext. 143.

2006 Calendar

July 13-16
Chapter Volunteer Orientation
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

October 10
AMTA Board of Directors Meeting
Atlanta, Georgia
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

October 11-14
AMTA 2006 National Convention
Atlanta, Georgia
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 13-14
AMTA 2006 Teachers Conference
Atlanta, Georgia
Contact: 877-905-2700, ext. 150
mestes@amtamassage.org

October 22-28
National Massage Therapy Awareness Week®
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

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